

**PASA
DENA
PLAY
HOUSE**



The New Frontier | Official Brand Book

A large, solid red diamond shape pointing downwards, centered in the upper half of the image.

WHO WE ARE

A large, solid pink diamond shape pointing downwards, centered in the lower half of the image.

OUR NEW LOGO



HOW WE SPEAK

**OUR IMAGE
STYLE**



FORWARD-THINKING
RISK-TAKING
ICONIC
ACCESSIBLE
VISIONARY
BOLD
FORWARD-THINKING
RISK-TAKING
ICONIC
ACCESSIBLE

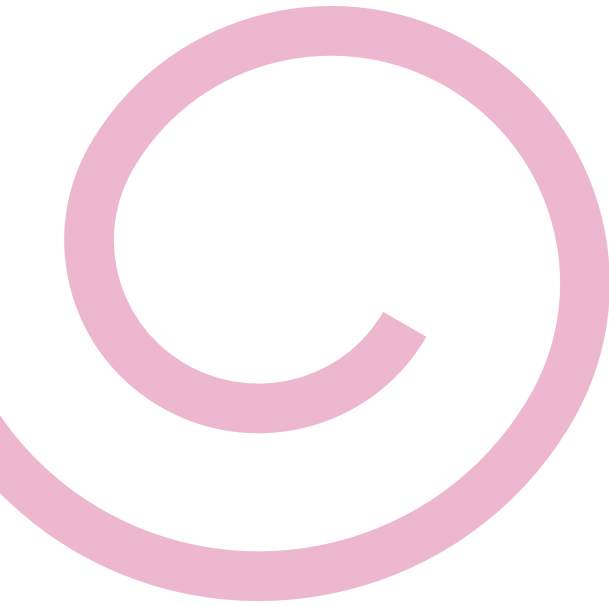
WHO

WE

ARE

PASADENA PLAYHOUSE

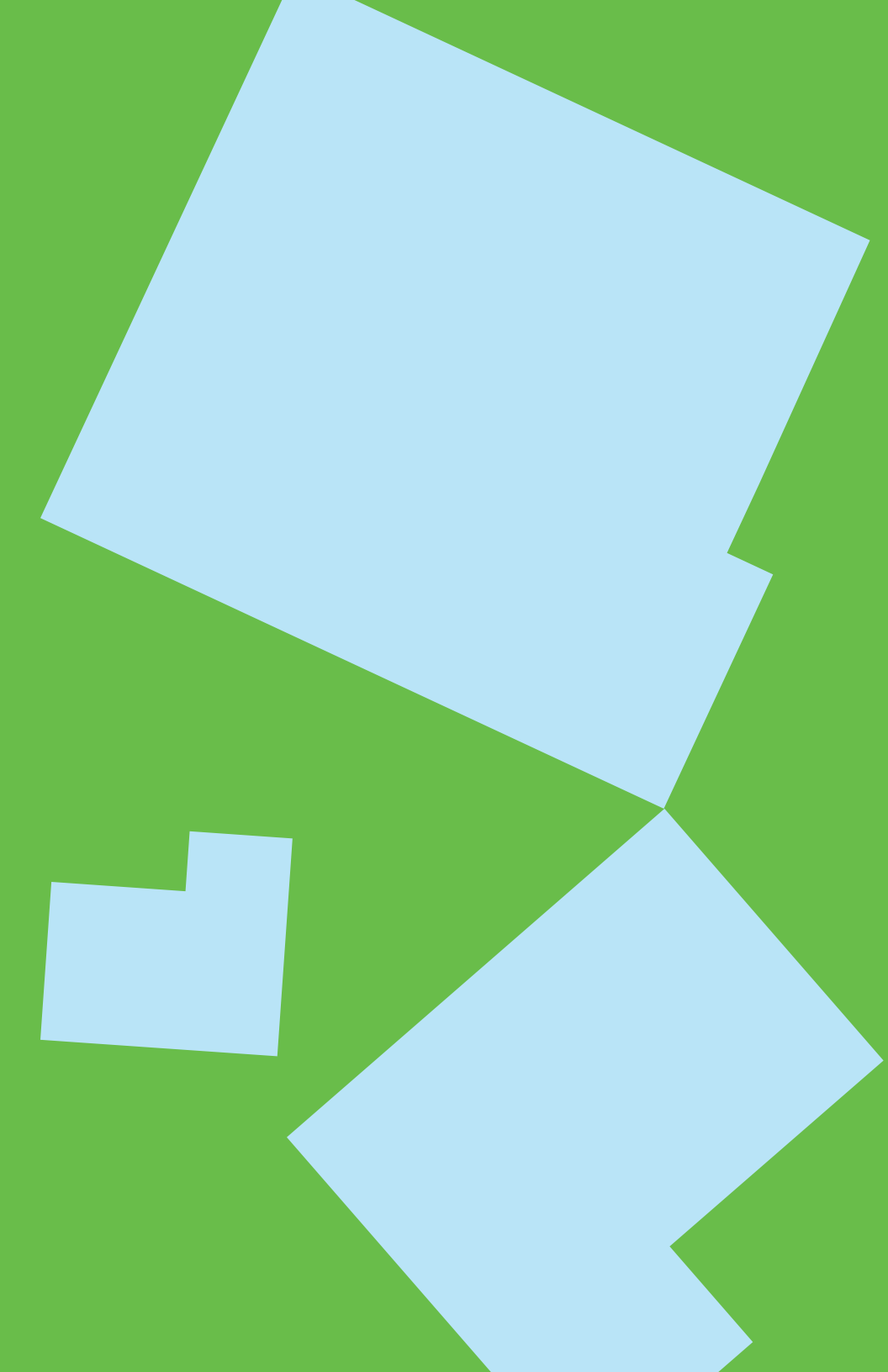
For the past 100 years, the Pasadena Playhouse has been an internationally recognized purveyor of forward thinking theater, playing a key role in establishing the American theater tradition and introducing audiences to new actors, playwrights, directors, and eventual entertainment industry giants.



**The Playhouse is known for hosting
the top theatremakers of our time and
making their work accesible for all.**

Our rebrand acknowledges the institution's
colorful history, updating the theater's
brand identity to reflect institution's for-
ward thinking yet accesible ethos.

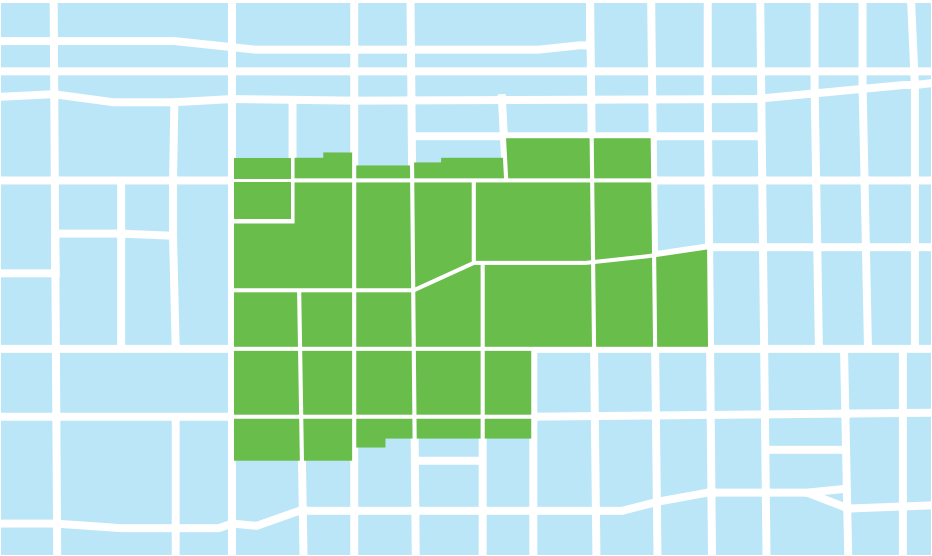
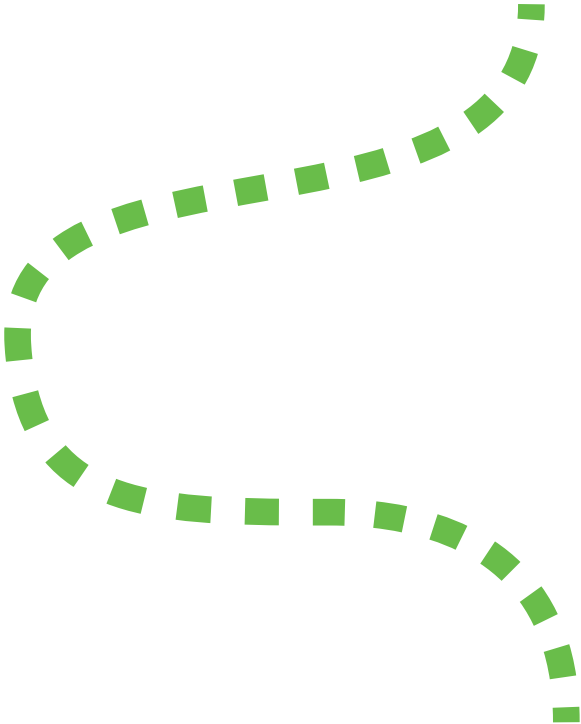




**OUR
NEW
LOGO**

LOGO

Our new logotype visually references the "Playhouse Village", the historic arts district where the Playhouse is located.





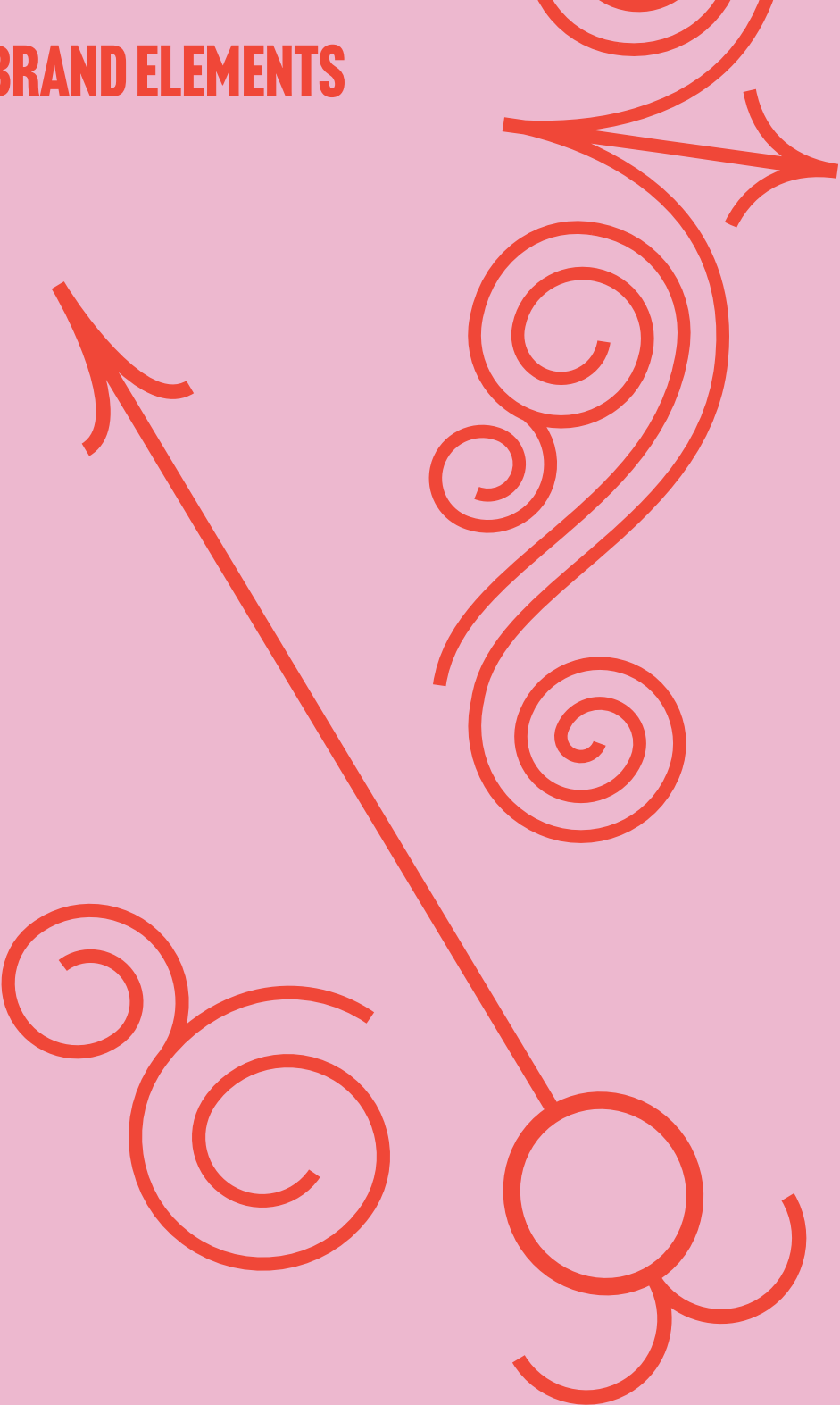
It doubles as a playful and instantly recognizable shape composed out of two rectangular "P's".

PASA DENA PLAY HOUSE

The slab serif typeface Mokoko VF is playful yet bold and modern. The stacked letterforms emulate the handmade signage which is characteristic of the playhouse and neighboring small businesses in the Los Angeles area.

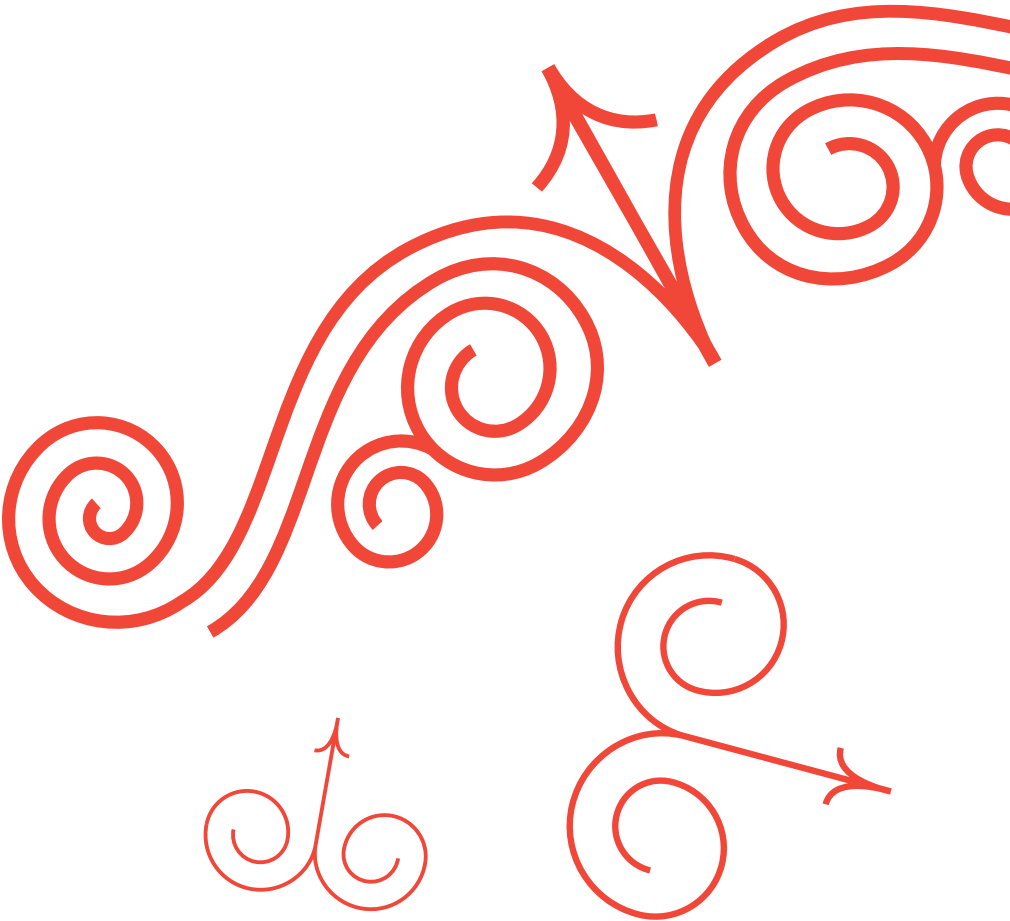
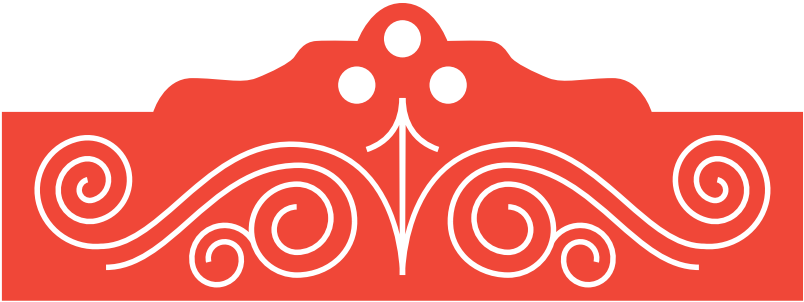


BRAND ELEMENTS



**HOW
WE
SPEAK**

BRAND ELEMENTS





Our brand elements reinterpret the visual language of the signage in and around the playhouse. This digital reimagination ties the past to the future, echoing the longstanding legacy of the playhouse in

**PASA^{DE}NA
PLAY^{HOUSE}HOUSE**



IMAGERY



**OUR
IMAGE
STYLE**

IMAGERY

Our image style combines historical, archival imagery alongside the clean, contemporary images that the Playhouse is already known for. These two types of images are combined through a simple color overlay image treatment.



